

JR

LAW OFFICES

FISHER, WAYLAND, COOPER AND LEADER

1255 TWENTY-THIRD STREET, N.W.

SUITE 800

WASHINGTON, D. C. 20037-1170

TELEPHONE (202) 659-3494

TELECOPIER (202) 296-6518

WRITER'S DIRECT NUMBER

BEN C. FISHER
 GROVER C. COOPER
 MARTIN R. LEADER
 RICHARD R. ZARAGOZA
 CLIFFORD M. HARRINGTON
 JOEL R. KASWELL
 KATHRYN R. SCHMELTZER
 DOUGLAS WOLOSHIN
 BRIAN R. MOIR
 DAVID D. OXENFORD
 BARRY H. GOTTFRIED
 ANN K. FORD
 BRUCE D. JACOBS
 ELIOT J. GREENWALD
 CARROLL JOHN YUNG
 JOHN JOSEPH MCVEIGH
 BARRIE D. BERMAN
 JOHN K. HANE III
 BRUCE F. HOFFMEISTER
 SCOTT R. FLICK
 FRANCISCO R. MONTERO
 GREGORY L. MASTERS*
 MATTHEW P. ZINN
 ROBERT C. FISHER
 AUREN ANN LYNCH
 BRIAN J. CARTER
 GLENN S. RICHARDS
 KELLY D. YAKSICH*
 JOHN M. BURGETT*

ORIGINAL

(202) 775-3546

January 19, 1993

*NOT ADMITTED IN D.C.

POSTED 1-16-93
ORIGINAL
 MSD

BEN S. FISHER
 (1890-1954)

CHARLES V. WAYLAND
 (1910-1980)

OF COUNSEL
 JOHN O. HEARNE

MCI MAIL: FWCLDC

JAN 22 11 09 AM '93
 AUDIO SERVICES
 DIVISION

RECEIVED

JAN 19 1993

FEDERAL COMMUNICATIONS COMMISSION
 OFFICE OF THE SECRETARY

Ms. Donna R. Searcy, Secretary
 Federal Communications Commission
 1919 M Street, N.W., Room 222
 Washington, D.C. 20554

Re: KCVI-FM, Blackfoot, Idaho
FCC File No. BAPH-920917G0

Dear Ms. Searcy:

Filed herewith, on behalf of Western Communications, Inc., is a supplement to its above-referenced application to acquire the construction permit for KCVI-FM, Blackfoot, Idaho. This supplemental filing contains an amendment which the Commission's staff indicated had not been routed to the appropriate office, as well as a letter from Willhight Research, Inc., stating that Willhight conducts a yearly ratings survey of the Idaho Falls/Pocatello radio market.

This information demonstrates that Willhight is a recognized survey organization regularly conducting audience surveys in the Idaho Falls/Pocatello market. This material also shows that Willhight has a defined "metro" area for the survey -- a three county area -- Bonneville, Bingham and Bannock Counties. Clearly, this regular survey provides the information required by Section 73.3555(a)(3)(iii) for a "radio metro market or its recognized equivalent" to determine compliance with the 25 percent market share limitation.

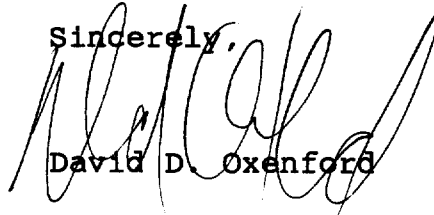
RECEIVED
 JAN 25 9 50 AM '93
 FM EXAMINERS

2-2-93
 MSD

Ms. Donna R. Searcy
January 19, 1993
Page 2

Should there be any questions concerning this matter, please
contact the undersigned.

Sincerely,

A handwritten signature in dark ink, appearing to read "David D. Oxenford", written over the printed name.

David D. Oxenford

DDO/vm
Enclosure
cc: Taft Snowdon, FCC
Harry Martin, Esq.
Dan Alpert, Esq.
Lester Spillane, Esq.

6342-030

RECEIVED

JAN 19 1993

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

WILLHIGHT RESEARCH, INC.

Audience Measurement Surveys
2104 S.W. 152nd St., Suite 4, Seattle, WA 98166
Ph.206.431.8430 FAX 206.431.0603

from: Dave Hastings

To: Fisher - Waylend, Attorneys
Attn: Dave Oxenford

Dear Dave,

To better acquaint those that may be unfamiliar with Willhight Research, Inc., let me provide the following information.

Willhight Research has been conducting audience measurement surveys now for over ten years. We have always been a syndicated ratings company, meaning our data is available to anyone willing to pay the applicable licensing fee. Our clients include radio / TV stations, advertising agencies and radio representatives. Willhight Research has been providing the Radio industry with a full complement of data and information that is necessary for sales, marketing and programming. This includes 9 standard dayparts along with over thirty six demographic cells minimum in all of our reports.

As in the past, we continue to include Average Quarter Hour Share, Persons, Rating Points and Weekly cumc data along with additional information to the broadcast industry. Willhight Research, Inc. is currently or in the process of conducting surveys in thirty six different states and over one hundred fifteen different radio markets.

Willhight Research has surveyed Eastern Idaho, the Idaho Falls/ Pocatello market, since 1982 on a once a year basis. The standard survey area for that market is the three county area of Bonneville/ Bingham/ Bannock (Idaho Falls/ Blackfoot/ Pocatello). The title of that survey area is Idaho Falls/ Pocatello/ Blackfoot, ID (SSA)*.

I hope this information proves to be helpful. If you need any other additional information, please do not hesitate to contact our offices in Seattle, 206-431-8430.

Best Regards

Dave Hastings
Vice President/ Sales & Marketing Director
Willhight Research, Inc.

*Standard Survey Area

JAN 22 11 09 AM '93
AUDIO SERVICES
DISTRIBUTION

1 page
Blackfoot

LAW OFFICES
OF
LESTER W. SPILLANE

1040 MAIN ST., SUITE 208

P.O. BOX 670

NAPA, CALIFORNIA 94559

(707) 255-3855

FAX (707) 258-1856

November 10th, 1992

Donna M. Searcy, Secretary
FEDERAL COMMUNICATIONS COMMISSION
1919 "M" Street, N.W., Room 222
Washington, D.C. 20554

Re: Station KCVI(FM), Blackfoot, Idaho
File No. BAPH-920917GO

Dear Ms. Searcy:

Enclosed, in triplicate, on behalf of Western Communications, Inc., are two Amendments to the Assignee's portion of the above referenced application.

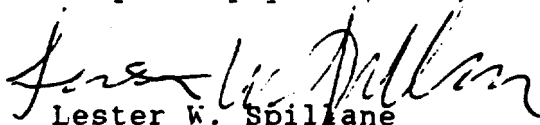
The first, dated November 2nd, 1991, supplements Exhibit 1-A to provide more detailed information as to the audience survey included therein.

The second, dated November 6, 1992, provides certifications to the effect that the Assignee, if it receives the grant, will proceed forthwith to construct, and that Assignee has no agreements or understandings with the Assignor other than the sales agreement on file (Exhibit No. 2).

These amendments are in response to requests from the Commission's staff.

Should there be any further questions in this regard, please communicate with the undersigned.

Very truly yours,



Lester W. Spillane
Attorney for Western Communications, Inc.

LWS:bg

cc: Harry C. Martin
Dan C. Alpert
1250 Connecticut Avenue, N.W.
Washington, D.C. 20036

RECEIVED

JAN 19 1993

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

File No. BAPH-920917GO
WESTERN COMMUNICATIONS, INC.
Blackfoot, Idaho (KCVI-FM)

**AMENDMENT TO APPLICATION FOR
CONSENT TO ASSIGNMENT OF
BROADCAST CONSTRUCTION PERMIT**

Assignee's part of the above captioned application is hereby amended so as to incorporate the attached supplement to Exhibit 1-A. It contains a revision of the Willhight Radio Research Audience data included therein, to show the counties covered by the survey.

Respectfully submitted,

WESTERN COMMUNICATIONS, INC.

By M. Kent Frandsen
M. Kent Frandsen, President

Dated: November 2nd, 1992

JAN 22 11 10 AM '93
AUDIO SERVICES
DIVISION

WILLHIGHT RADIO RESEARCH

AUDIENCE MEASUREMENT SURVEYS

Idaho Falls/ Pocatello/ Blackfoot, ID
(Standard Survey Area)
February 6 - April 1, 1992

Copyright (C) 1992
Willhight Research, Inc.
Street: 2104 S.W. 152nd, Ste. 4, Seattle, WA 98166 (SSA)
Phone: (206) 431-8430 FAX: (206) 431-0603 (Standard Survey Area)

TABLE OF CONTENTS

2-5	Geographic Description
6-9	Population Data
10	Technical Notes / Special Station Activities
11	Facility Report
12	Stations Below Full Reporting Requirements
13-14	Average Quarter Hour Share (total week)
15-16	Weekly Cume Persons
17-32	Average Quarter Hour Share (dayparts)
33-34	Average Quarter Hour Persons (total week)
35-36	Average Quarter Hour Persons (dayparts)
51-52	Average Quarter Hour Rating (total week)
53-54	Weekly Cume Rating
55-70	Average Quarter Hour Rating (dayparts)
71	Teen Data
72-73	12+ Persons AQH Share (15 Min. Increments)
74-75	12+ Persons AQH Persons (15 Min. Increments)
76	Daily Average Listening Span (Hours Per Day)
77	Weekly Cume Cume Metrics
78	Average Quarter Hour Demographic Composition
79	Weekly Cume Demographic Composition
80-82	Trending
83	Survey Methodology

WARNING: The audience listening estimates and other information contained in this report are copyrighted. The willful unauthorized use of any of the contents of this report constitutes copyright infringement which could subject the infringer to civil damages of up to \$50,000, criminal penalties of up to one year imprisonment and a \$10,000 fine, and costs and attorneys' fees pursuant to Sections 504, 505 and 506 of the Federal Copyright Act of 1976. Willhight Radio Research has granted Subscribers a limited license to use the information contained in this report. Any person or entity that wishes to obtain a limited license to use this information may contact Willhight Radio Research at address listed in front of this report.

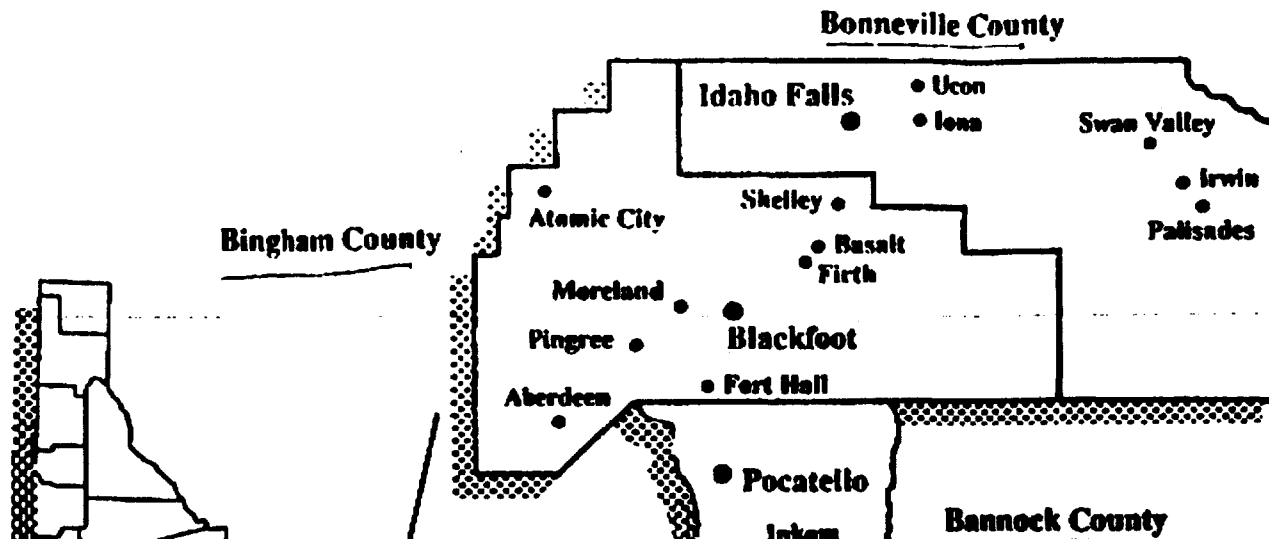
WILLI GHT RESEARCH, INC.

AUDIENCE MEASUREMENT SURVEYS

5

Survey Area: Idaho Falls/ Pocatello/ Blackfoot, ID (SSA)

Date: Feb. 6 - April 1, 1992



OCT 28 '92 16:55 KICE CL JV 97

audience data copyright (C) 1992 Willhight Research, Inc.
 License #: N/A Authorized User: KLCE/KECN/KICN

res: 1d Fls/Pcstlo/Blkft ID(SSA)
 esc: Bonneville/Bingham/Bannock (combined)
 emr: 12+ Adult

Period: Feb. 6 - April 1 1992
 Daypart: Monday-Sunday 6am-Mid.
 Printed on: 10-29-1992 @ 05:56:47

Selected Rank Call	Average Persons	Quarter Share	Hour Rating	Number Spots	Spot Rate	Flight Cost	Flight G.R.P.'s	Flight \$/Point	Gross Pers. Thousands	Flight Cost/Thous.
1 KLCE FM	3,069	15.9	2.3	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00
2 KUP1 FM	2,943	15.3	2.2	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00
3 KPKY FM	2,906	15.1	2.2	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00
4 KZBO FM	2,490	12.9	1.9	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00
5 KFTZ FM	1,860	9.7	1.4	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00
6 XSE1 FM	1,682	8.7	1.3	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00
7 KXKE FM	655	3.4	0.5	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00
8 KRIC FM*	642	3.3	0.5	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00
9 KUP1 AM	587	3.0	0.4	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00
10 KID AM	503	2.6	0.4	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00
Selected Total	17,336	90.0	12.9	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00
Total Radio	19,266									

Note: Non commercial or Educational station.

WARNING: The audience listening estimate data obtained from this program are copyrighted and are protected under license number N/A. The willfull unauthorized use of any of the audience listening data constitute copyright infringement which could subject the infringer to civil damages of up to \$50,000, criminal penalties of up to one year imprisonment and a \$10,000 fine, plus costs and attorneys' fees pursuant to Sections 504, 505 and 506 of the Federal Copyright Act of 1976. Willhight Radio Research has granted subscribers a limited license to utilize the information contained in the computer program and any resulting printed data obtained from usage of this program or Willhight Research, Inc. audience measurement report. Any person, business or organization that wishes to obtain a limited license subscription to utilize this copyrighted information may contact Willhight Radio Research at P.O. Box 48066, Seattle, WA 98148-0066, or you may phone at (206) 431-8430 during business hours for more details. Licensee: KLCE/KECN/KICN is authorized to use this data.

Audience data copyright (C) 1992 Willhight Research, Inc.
 License #: N/A Authorized User: KLCE/KECN/KICN

Area: Id Fls/Pcatlo/Blkft ID(SSA)

Desc: Bonneville/Bingham/Bannock (combined)

Demo: 12+ Adult

Period: Feb. 6 - April 1 1992

Daypart: Monday-Sunday 6am-Mid.

Printed on: 10-29-1992 @ 06:04:08

Selected Rank	Call	Average Persons	Quarter Share	Hour Rating	Number Spots	Spot Rate	Flight Cost	Flight G.R.P.'s	Flight \$/Point	Gross Pers. Thousands	Flight Cost/Thous.
11	KVIK AM	431	2.2	0.3	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00
12	KSEI AM	356	1.8	0.3	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00
13	KZBQ AM	167	0.9	0.1	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00
14	KICN AM	118	0.6	0.1	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00
21	KRXK FM	7	0.0	0.0	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00
	KECN AM	2	0.0	0.0	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00
Selected Total		1,082	5.6	0.8	0	\$ 0.00	\$ 0.00	0.0	\$ 0.00	0.0	\$ 0.00

Total Radio 19,266

WARNING: The audience listening estimate data obtained from this program are copyrighted and are protected under license number N/A. The willfull unauthorized use of any of the audience listening data constitute copyright infringement which could subject the infringer to civil damages of up to \$50,000, criminal penalties of up to one year imprisonment and a \$10,000 fine, plus costs and attorneys' fees pursuant to Sections 504, 505 and 506 of the Federal Copyright Act of 1976. Willhight Radio Research has granted Subscribers a limited license to utilize the information contained in the computer program and any resulting printed data obtained from usage of this program or Willhight Research, Inc. audience measurement report. Any person, business or organization that wishes to obtain limited license subscription to utilize this copyrighted information may contact Willhight Radio Research at P.O. Box 48066, Seattle, WA 98148-0066, or you may phone at (206) 431-8430 during business hours for more details. Licensee: KLCE/KECN/KICN is authorized to use this data.

File No. BAPH 920917GO
WESTERN COMMUNICATIONS, INC.
Blackfoot, Idaho (KCVI-FM)

RECEIVED

AMENDMENT TO APPLICATION FOR
CONSENT TO ASSIGNMENT OF
BROADCAST STATION CONSTRUCTION PERMIT

JAN 19 1993

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

The assignee's part of the above captioned Application is hereby amended to provide the following certification:

1. That upon grant of FCC consent to the assignment, Assignee will proceed, forthwith, to construct the station, and put it into operation;
2. That in this connection, Assignee has no agreements or understanding with the Assignor, of any kind whatsoever, other than the Sales Agreement embodied as Exhibit No. 2 to the Assignment Application.

WESTERN COMMUNICATIONS, INC.

By M. Kent Frandsen
M. Kent Frandsen, President

Dated: November 6, 1992